

**Job title:** Product Specialist – Marketing

**Location:** Southampton

**Job Summary**

As a Product Manager for Respiratory Diagnostic Solutions, this individual will be the expert on all aspects of this market area. This includes, but not limited to, a complete understanding of competitive landscape, customer requirements and their geographical variances, and an excellent understanding of the clinical challenges in this field.

This individual will be expected to build on the foundation of success for Novacyt in response to COVID-19 and develop a strong market-viable pipeline of products to address the ongoing need for testing in this area. This individual will also be responsible for the long-term success of the business in this application area by delivering a diversified portfolio for Respiratory diagnostics that meets customer requirements and establishes Novacyt as leaders in the field.

**Main duties and responsibilities**

- Establish and maintain a strong global understanding of the Respiratory market.
- Formulate marketing strategy for product positioning, market penetration and customer satisfaction in close collaboration with the commercial team.
- Utilise market research to establish priority markets and identify opportunities for growth.
- Utilise business data to assess the success of activities relative to targets, pro-actively making recommendation and instigating actions, as necessary.
- Collaborate with marcoms to produce clear and impactful marketing content that our commercial team can use to sell effectively.
- Design and deliver training to our commercial organization, including tailored support packages for our distributor network.
- Act as the primary point of technical sign-off for all marketing content delivered to our customers.
- Work with the leadership of the commercial team to ensure that training is being implemented effectively by the sales and sales applications teams in the field.
- Provide regular updates on competitor positioning.
- Develop KOL network specific to Respiratory medicine and build on these relationships to achieve early adoption of new products and technologies.
- Facilitate and manage research collaborations and partnerships.

**Qualifications and experience required**

- A minimum of 3+ years' experience in standalone product management or strategic marketing roles, preferably within a field relevant to Respiratory illness and/or Patient Management would be advantageous.
- Relevant scientific qualification
- Proven track record in setting successful portfolio strategies.
- Experience in KOL development and management.
- Ability to work effectively within cross functional teams.
- Willingness to travel for customer meetings, sales support, and relevant marketing activities.
- Track record demonstrating excellent competence, integrity, and communication skills.
- Ability to independently create quality solutions to problems and implement these efficiently and to a high standard of quality.
- Exceptional communication skills with KOLs customers and technical and non-technical team members

**Please ensure that you notify your current manager that you are applying for an Internal position.**

Hours of Work

37.5 hours per week

For further information or to apply for this vacancy please e-mail HR, [recruitment@novacyt.com](mailto:recruitment@novacyt.com)